



# Outreach Report

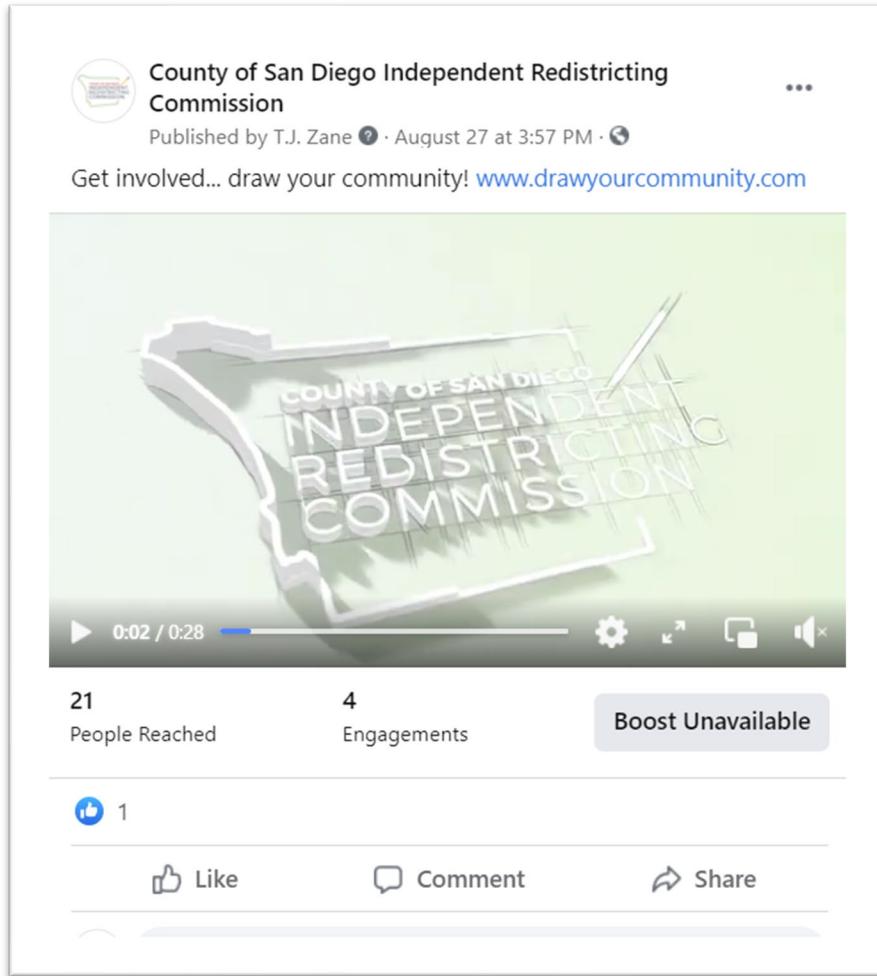
## Update Since Last Reported at Regular IRC Meeting (9/2)

- Finalized Public Service Announcement for Radio and TV in English and Spanish and leveraged ABA member benefits to secure airtime with Cox and Spectrum (value \$10,000)
- Airtime across San Diego County, to include major networks such as ESPN, MTV, Bravo, MSNBC, CNN, Oxygen, USA, Food Network, VH1 and many more. PSA to run a minimum of 100 times from 9/6-9/25
- Updated Presentation and Script for District 3 Pre-Mapping Public Hearings
- Disseminated Flyers at community events: YMCA Community Block Party (August 20 – Jackie Robinson Family YMCA-Southeast San Diego) / Artwalk Little Italy Summer Series (Sept 5 - Little Italy) / Poway Rotary Parade (Sept 11 - 1500+ attendees) / San Diego Festival of the Arts (Sept 12 - Del Mar)
- Disseminated District 3 Pre-Mapping Public Hearing (9/2) digital flyers to more than 104 CBOs; 18 Tribes; 28 Chambers; 72 Planning Groups and Special Districts; 85 ethnic and community media outlets
- Earned media in several publications including Coronado Eagle, The Village News (Fallbrook & Bonsall), Union Tribune, KPBS, East County Magazine, Del Mar Times, Voice of San Diego, San Diego Reader
- Featured in online community calendars: 10 News, 211 San Diego, Fox 5, KPBS, Patch, San Diego Community Newspaper Group, San Diego Reader, San Diego Union Tribune
- Updated and distributed digital message for the 9/9 and 9/18 Pre-Mapping Public Hearing
- Prepared Draft Map Public Hearing Outreach Plan and the Additional Services Plan



# Outreach Report

## Work Examples





# Outreach Report

## Work Examples

[Main Calendar](#) | [KPBS/Arts](#) | [Outdoor Concerts](#) | [Outdoor Films](#) | [Virtual Events](#) | [Submit Event](#) | [Contact](#)

SPONSORSHIP | [Become a sponsor today!](#)

### County Redistricting Public Hearing - District 2

Above: Promotional photo of the city of San Diego. Courtesy of San Diego County on Twitter.

**WHEN** Thursday, August 26, 2021 at 5:30 p.m.

**WHERE** Ronald Reagan Community Center, 195 East Douglas Ave , El Cajon, CA

**AGES** All ages

**COST** Free

The County of San Diego Independent Redistricting Commission is hosting pre-mapping public hearings to hear from District 2 residents about how County supervisorial district lines should be drawn. Even if you don't live in District 2, you're still welcome and encouraged to participate. This hearing is both in-person and virtual.

For virtual, please join by Zoom at <http://us06web.zoom.us/j/95985013113>  
 Webinar ID: 959 8501 3113  
 Passcode: 905422  
 or by phone (408) 638-0968

For more information, please visit <https://www.sandiegocounty.gov/redistricting/>

*Dates and times of events are subject to change without notice. Always check the event organizer's website for the most updated schedule before attending. Check local COVID-19 **restrictions and updates**.*

[Facebook](#)
[Twitter](#)
[Email](#)

[Reminder](#)

**Categories**  
Virtual

**Related links**  
[County of San Diego - Government](#)  
[Follow @SanDiegoCounty on Twitter](#)

[Submit a correction for this event](#)

Majdal Center - مركز مجدل

[Learn More](#)
[Like](#)
[Message](#)

Create Post

Photo/Video Check in Tag Friends

The Majdal Center is a community center based in El Cajon, California committed to uplifting and mobilizing the Arab community in San Diego through po... See More

Vision: As a grassroots, locally driven institution, Majdal Community Center is committed to uplifting the Arab community in San Diego through politic... See More

749 people like this

795 people follow this

9 people checked in here

<http://majdalcenter.org/>

[Send Message](#)

[majdalcenter@gmail.com](mailto:majdalcenter@gmail.com)

Nonprofit Organization

[majdalcenter](#)

**Suggest Edits**

Does this place have a phone number?

Yes Unsure No

**Photos** See All

**Majdal Center - مركز مجدل** 2h · 3

The County of San Diego Independent Redistricting Commission is coming to El Cajon tomorrow to hear from YOU! We'll be showing up to share more about our communities so that we are reflected in the political lines being redrawn.

Put our communities on the map by giving public comment tomorrow at 5:30pm in person, online, or by phone.

In-Person: Ronald Reagan Community Center (195 E Douglas Ave, El Cajon, CA 92020)... See More

**THURSDAY, AUGUST 26, 2021**

IN-PERSON / VIRTUAL / BY PHONE

Ronald Reagan Community Center  
 195 E Douglas Ave  
 El Cajon, CA 92020

**5:30 P.M.**

- To learn more about redistricting
- To find your current district
- For Zoom meeting information
- To provide comments for any of these hearings
- To identify your community of interest using the Community Builder Tool

Go to: [sandiegocounty.gov/redistricting](https://sandiegocounty.gov/redistricting)





# Public hearings on San Diego County's redistricting process begin

San Diego County  
VOICE of SAN DIEGO



All Stories Newsletters Podcasts Events Support Us  
Ads by Google  
Stop seeing this ad Why this ad?



CORONADO EAGLE & JOURNAL  
CORONADO NEWSPAPER - PUBLISHED WEEKLY SINCE 1912

NEWS CLASSIFIEDS OPINION OBITUARIES & IN MEMORIAM CORONADO DIRECTORY

The San Diego Union-Tribune

BUILT Ford PROUD  
BUILT FOR AMERICA

## Redistricting hearing in El Cajon

San Diego County's Independent Redistricting Commission is holding a virtual and in-person public hearing on redistricting at 5:30 p.m. Thursday at the Ronald Reagan Community Center, 195 E Douglas Ave., El Cajon, to hear from District 2 residents. The goal is to ensure that people are fairly represented when drawing district lines. Those who live in other supervisorial districts are also welcome. To participate by Zoom, visit <https://bit.ly/3BIESat>.

Event Classified

Reader

Find a story Print Edition Classifieds Stories Events

Classified Ads Directory Photos of the Day Obituaries Contact Us Donate

VILLAGE NEWS



Celebrating 35  
of Guiding You Home with

News Community Sports Lifestyles Regional National Opinion Entertai

9-11  
Redi Business

Commission announces pre-mapping schedule

EAST COUNTY MAGAZINE

"Award-winning nonprofit media in the public interest, serving San Diego's inland region"

Home Donate About/Contact Subscribe News Center News issues Best of East County Bookshelf Citizens Action Communities Coupons Events/Arts Health/Fitness Homes & Gardens People/Views Politics Radio Sports Wildfires & Emergencies

## SUPERVISOR REDISTRICTING HEARINGS ANNOUNCED: AUG. 26 IN EL CAJON AND MORE

August 2021 Articles  
County of San Diego Independent Redistricting Commission San Diego County redistricting San Diego Supervisors El Cajon District 2

### PUBLIC HEARINGS

The County of San Diego Independent Redistricting Commission is hosting pre-mapping public hearings to hear from residents like you about how County supervisorial district lines should be drawn. These hearings are both in-person and virtual.

By Miriam Rafferty

August 24, 2021 (San Diego) – How should redistricting lines be drawn for San Diego County's supervisorial district? The County of San Diego Independent Redistricting Commission is hosting pre-mapping public hearings to hear from residents. The hearings will be held both in-person and virtually online.

For East County residents in District 2, currently represented by Joel Anderson, a hearing is set for Thursday, Aug. 26 at 5:30 p.m. at the Ronald Reagan Community Center, 195 E. Douglas Ave. in El Cajon. Meeting link for Aug. 26 El Cajon hearing.

**MAKE IT CHILL**  
Sycuan CASINO RESORT  
BOOK NOW AT SYCUAN.COM

**KOSOHAETAEKWONDO ACADEMY**  
9 WEEKS FOR \$99  
2010 Birch Rd. #107, Chula Vista, CA 91915  
(619) 597-0271  
kosohaetaki.com  
facebook.com/kosohaetaekwondo

**Start Part-Time**  
Get paid for helping others and begin building a business in the financial services industry! Unique entrepreneurial opportunity with Primerica.  
PRIMERICA  
FOR MORE INFORMATION  
CALL CRISTINA DELLOS SANTOS (858) 352-6500  
OR TEXT (360) 720-6040  
Licensed in the state of AZ, CA, CO, FL, GA, IL, IA, MI, MO, NY, TX, WA  
Representing Primerica Life Insurance Company

**PUBLIC HEARINGS**  
The County of San Diego Independent Redistricting Commission is holding pre-mapping public hearings to hear from residents like you about how County supervisorial district lines should be drawn. These hearings are both in-person and virtual.

**THURSDAY, AUGUST 12, 2021**  
Mira Mesa Senior Center, 3400 Mira Mesa Blvd. San Diego, CA 92126  
5:30 P.M.

**WEDNESDAY, AUGUST 18, 2021**  
Sanford Community Library, 4575 Sanford Rd. San Diego, CA 92122  
6:00 P.M.

**THURSDAY, AUGUST 26, 2021**  
Ronald Reagan Community Center, 195 E Douglas Ave. El Cajon, CA 92021  
5:30 P.M.

**THURSDAY, SEPTEMBER 2, 2021**  
Executive Chamber of Commerce, 100 W Broadway  
6:00 P.M.

**THURSDAY, SEPTEMBER 9, 2021**  
Valencia Park/Malibu & Library, 5142 Market St  
5:30 P.M.

**SATURDAY, SEPTEMBER 18, 2021**  
Green Valley Community Center, 11115 Green Valley Rd  
1:00 P.M.

**THURSDAY, SEPTEMBER 23, 2021**  
Vista Oaks Center, 200 Vista Oaks Dr. Vista, CA  
5:30 P.M.

**SATURDAY, SEPTEMBER 25, 2021**  
Spring Valley Community Center, 4910 Camino  
1:00 P.M.

**Paradise Valley Hospital**  
Advanced Primary Stroke Center

**East County COVID-19 Resource Center**  
Get help and health info  
Click here

**DONATE NOW**  
SUPPORT INDEPENDENT MEDIA

**UNLIMITED WASHES!**  
JOIN FOR AS LOW AS \$15/MO!  
Multiple locations in East County!  
Open 7am to 9pm, every day



# Outreach Report

An initial summary of metrics and analytics for all marketing efforts-as of 9/2

IRC Facebook Reach	1,347
Engagements	25
Facebook Reshared Reach (ABASD/CBOs /Media)	110,799
IRC Twitter Reach	14
ABASD/CBOs Twitter Reach	4,209
ABASD/CBOs Newsletter Reach	8,572
On-line ads -impressions county-wide (approximately 302,000 per supervisory district)	1,511,417
TV & Radio (Cox, Spectrum, KPBS, NBC/Telemundo 9/16, Latina Radio)	PSA
Website- Total page views as of 8/26-9/2	1,689
Website- Total unique visitors as of 8/26-9/2	918

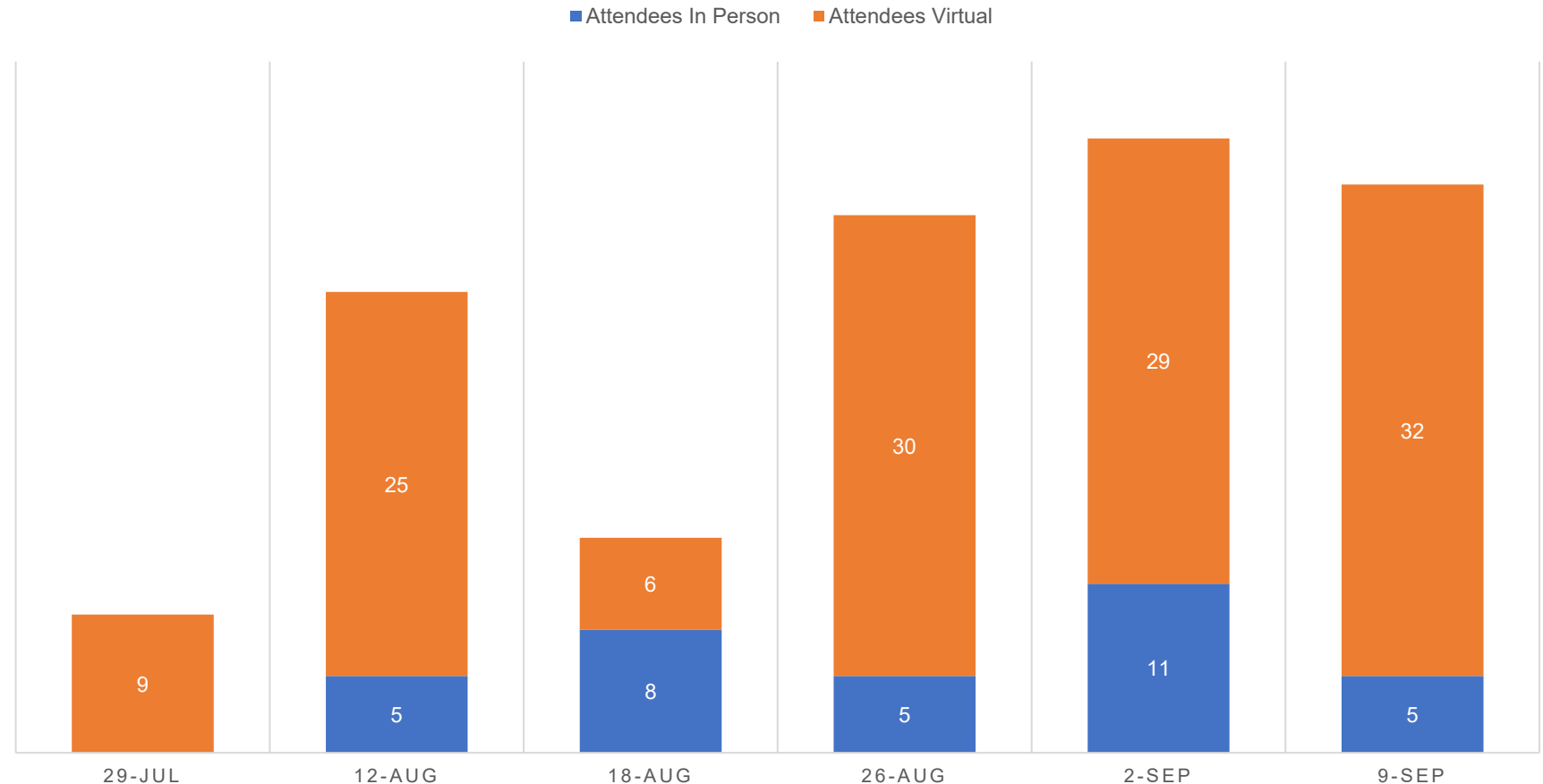
<b>Email Campaigns:</b>	
CBO's	104
Tribes (18 Tribes in SD County)	18
Chambers (33 Chambers in SD County)	28
Planning Groups & Special Districts	72
Ethnic & Community Media Outlets (120 total outlets)	85



# Public Hearing Report

## Number of Attendees\*

IRC Meeting, July 29th, 5:30pm	
Virtually (only):	9
GENERAL, August 12th, 5:30pm	
In-Person:	5
Virtually:	25
DISTRICT 1, August 18th, 6:00pm	
In-Person:	8
Virtually:	6
DISTRICT 2, August 26th, 5:30pm	
In-Person:	5
Virtually:	30
DISTRICT 3, September 2nd, 6:00 pm	
In-Person:	11
Virtually:	29
DISTRICT 4, September 9th, 5:30 pm	
In-Person:	5
Virtually:	32



\* Excludes IRC Commissioners, Contractors and COSD staff



# Public Input Received

## GENERAL, August 12th, 5:30pm

In-Person:	1
Virtually:	9
e-Comments:	33
CB Tool	2

## DISTRICT 1, August 18th, 6:00pm

In-Person:	6
Virtually:	1
e-Comments:	12
CB Tool	1

## DISTRICT 2, August 26th, 5:30pm

In-Person:	2
Virtually:	10
e-Comments:	28
CB Tool	7

## DISTRICT 3, September 2nd, 6:00 pm

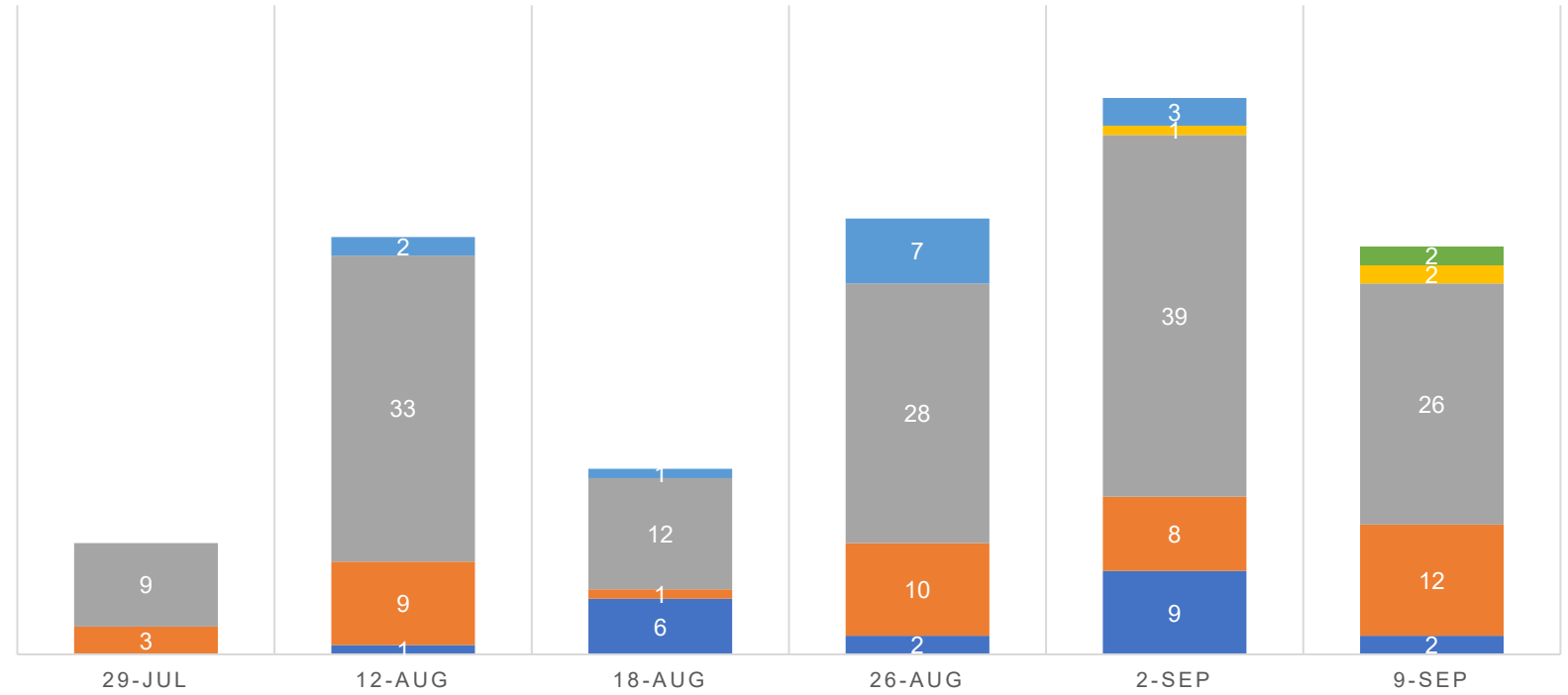
In-Person:	9
Virtually:	8
e-Comments:	39
CB Tool	3
Letter	1

## DISTRICT 4, September 9th, 5:30 pm

In-Person:	2
Virtually: (incl 2 groups)	12
e-Comments:	26
CB Tool	2
Letter	2

## PUBLIC COMMENTS

In-Person Virtual e-comment Letter CB tool Input Group



Regular IRC Meeting, July 29<sup>th</sup>, 5:30 pm there were 3 virtual comments and 9 e-comments



# Survey Results

GENERAL, August 12th, 5:30pm

Total surveys: 8

DISTRICT 1, August 18th, 6:00pm

Total surveys: 9

DISTRICT 2, August 26th, 5:30pm

Total surveys: 6

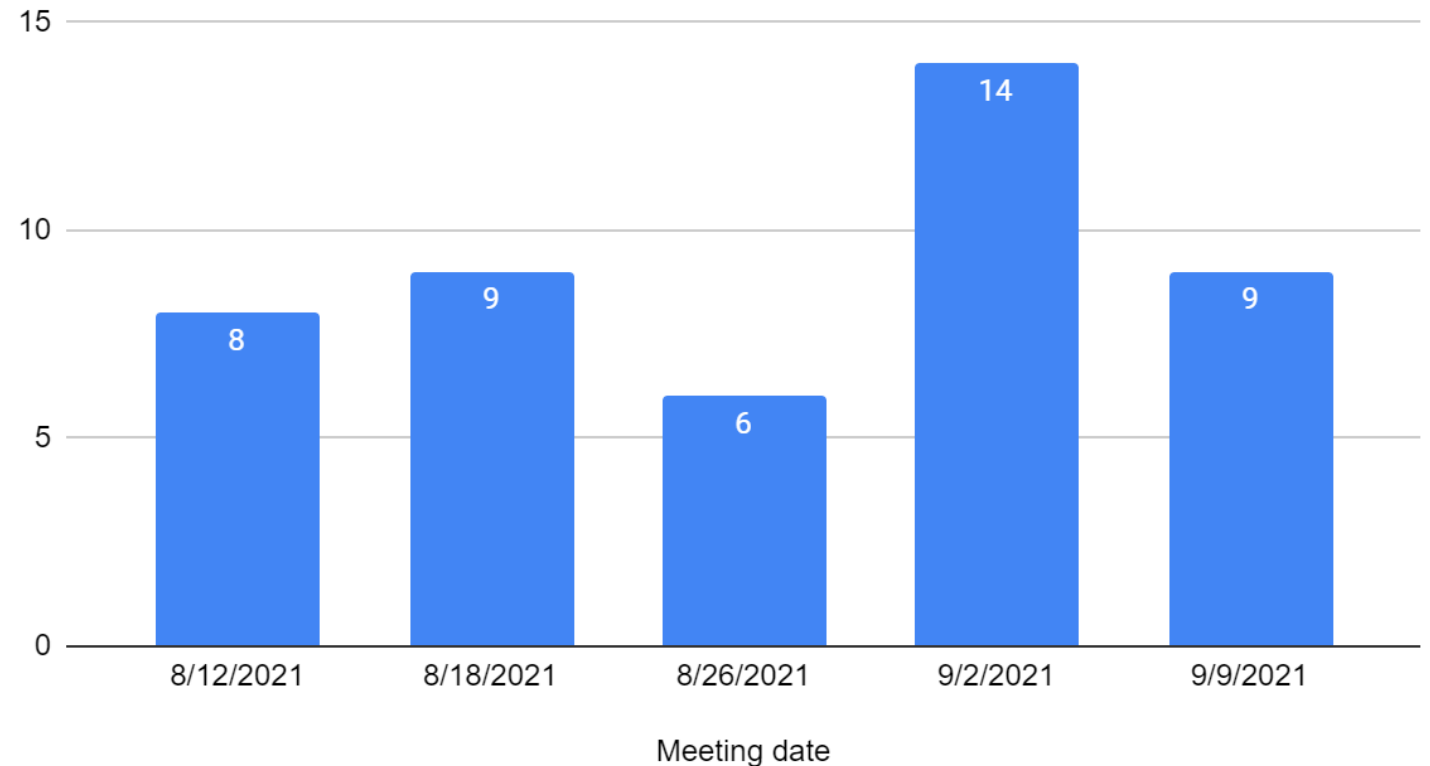
DISTRICT 3, September 2nd, 6:00 pm

Total surveys: 13

DISTRICT 4, September 9th, 5:30 pm

Total surveys: 10

Total Surveys Submitted







# Survey Results

## Total surveys submitted by district to date

GENERAL, August 12th, 5:30pm

Total: D1 (1), D2 (1), D3 (5), D5 (1)

DISTRICT 1, August 18th, 6:00pm

Total: D1 (8)

DISTRICT 2, August 26th, 5:30 pm

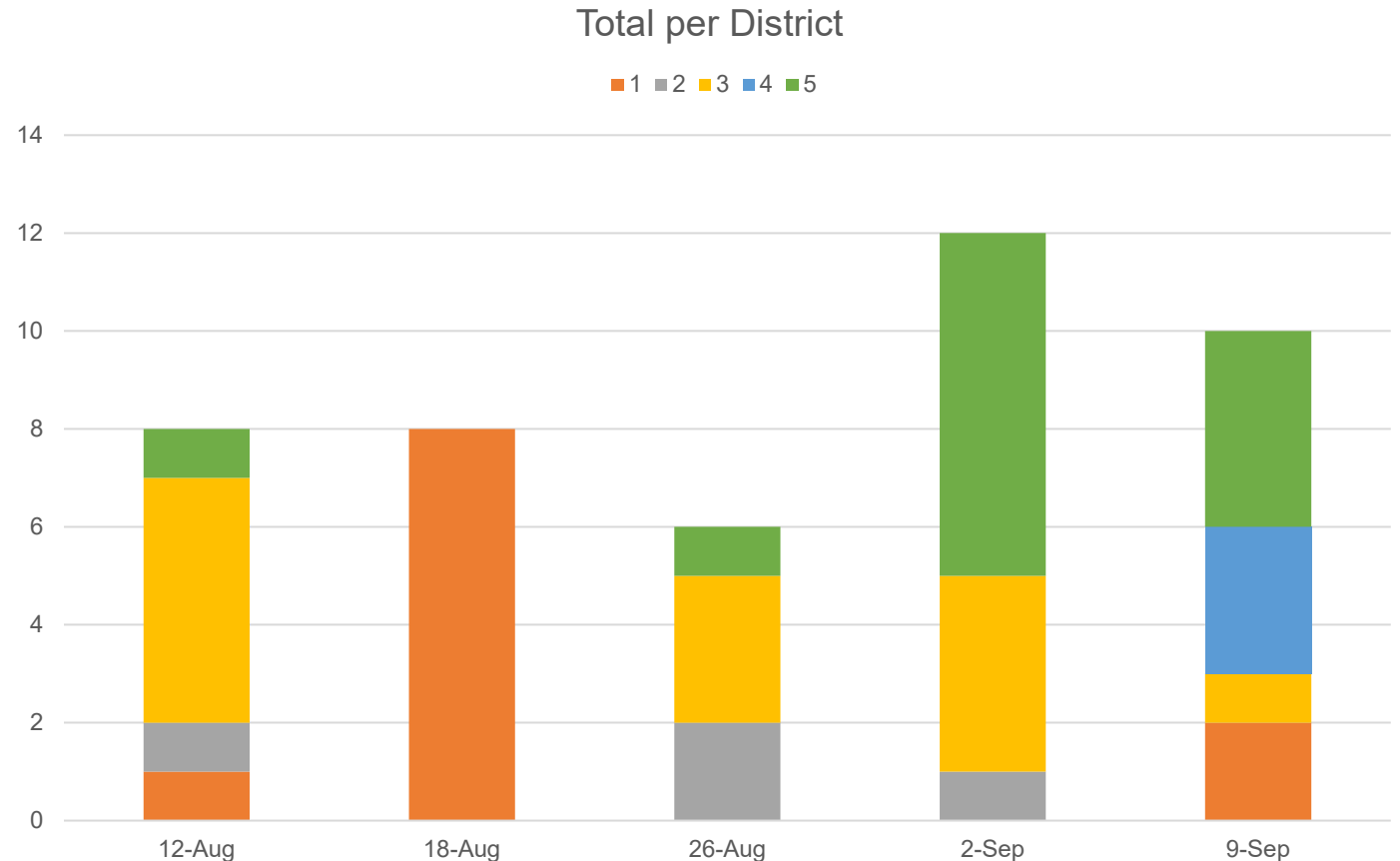
Total: D2 (2), D3 (3), D5 (1)

DISTRICT 3, September 2nd, 6:00pm

Total: D2 (1), D3 (4), D5 (7)

DISTRICT 4, September 9th, 5:30pm

Total: D1 (2), D3 (1), D4 (3), D5 (4)





## Zip Code Frequency of Survey Responses

GENERAL, August 12th, 5:30pm  
91941, 91950, 92126, 92131

DISTRICT 1, August 18th, 6:00pm  
91902, 91950, 91941, 92126, 92131

DISTRICT 2, August 26th, 5:30pm  
91942, 92009, 92020, 92024, 92026

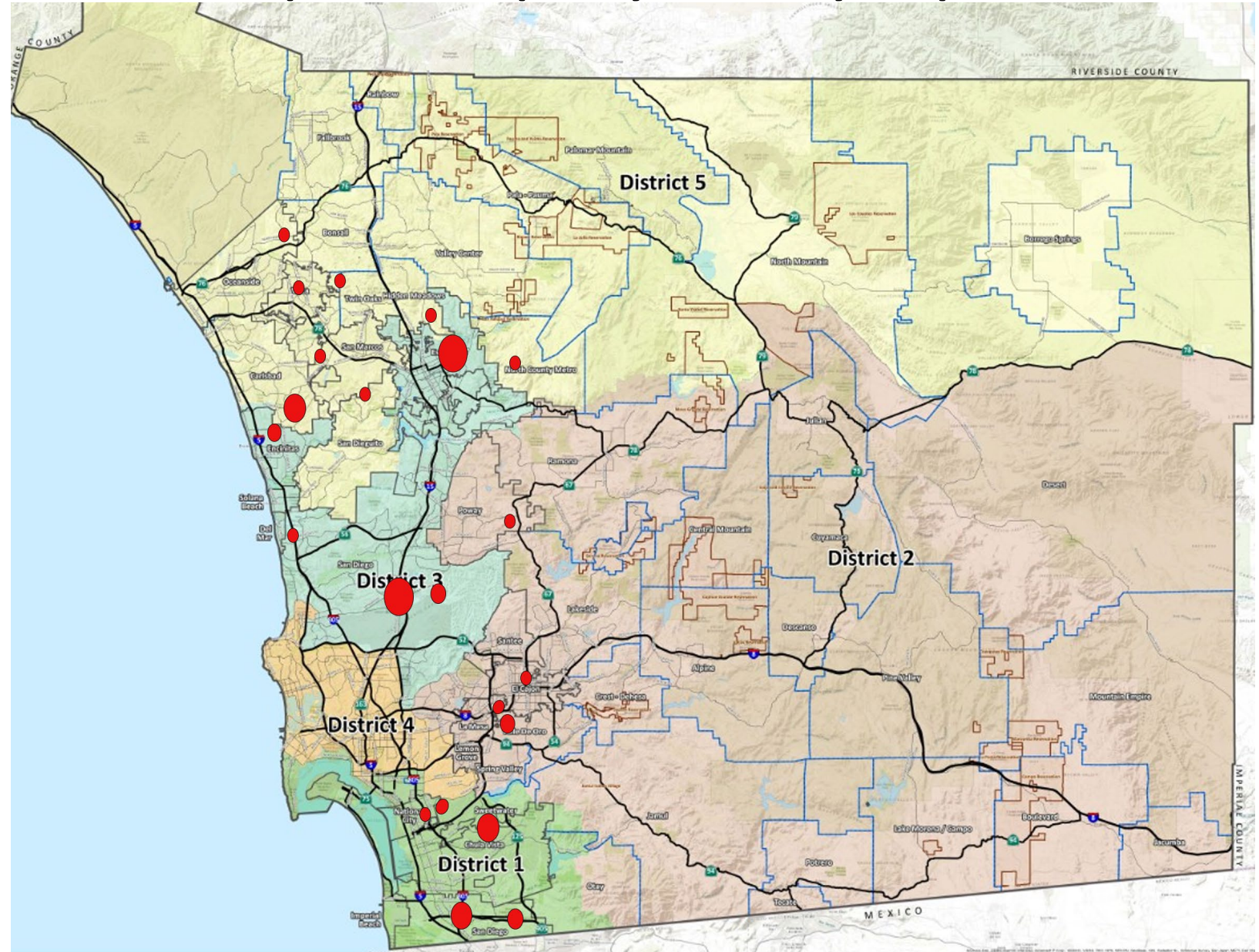
DISTRICT 3, September 2nd, 6:00pm  
92009, 92011, 92014, 92027, 92057,  
92064, 92078, 92081, 92083, 92084,

DISTRICT 4, September 9th, 5:30pm  
92057, 92009, 92105, 92110, 92114,  
92116, 92026, 92027, 92028

Frequency of Zip Code\*



\*Size of circle correlates with  
frequency of survey responses  
in each zip code

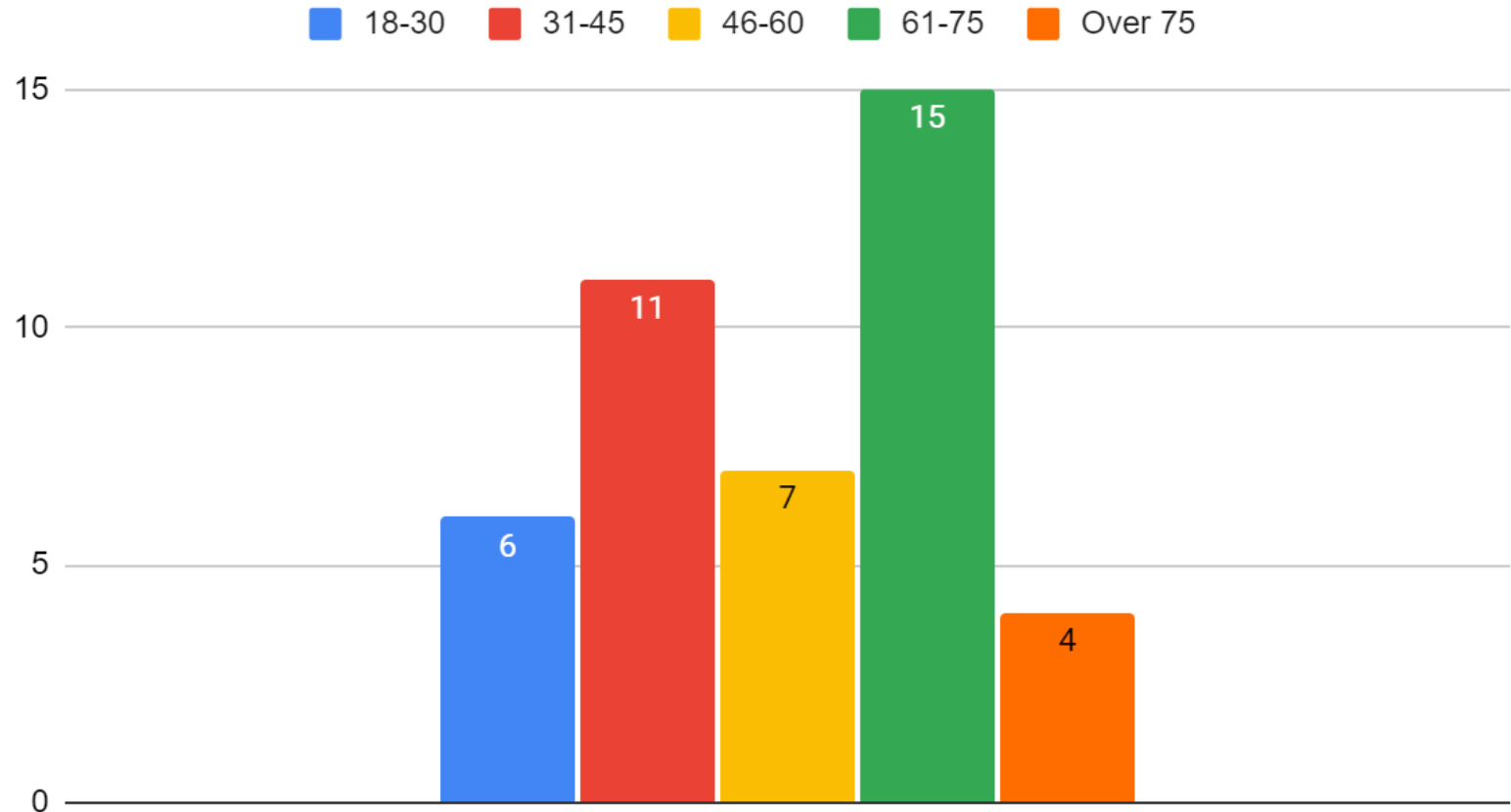




# Survey Results

## Age

### Age Ranges



GENERAL, August 12th, 5:30pm  
26, 27, 33, 65, 66, 68, 72, 83

DISTRICT 1, August 18th, 6:00pm  
21, 33, 36, 55, 72, 74, 81

DISTRICT 2, August 26th, 5:30pm  
21, 33, 36, 55, 72, 74, 81

DISTRICT 3, September 2nd, 6:00pm  
29, 30, 37, 38, 40, 42, 50, 58, 64,  
72, 74, 78,

DISTRICT 4, September 9th, 5:30pm  
28, 39, 54, 51, 72, 73, 91



# Survey Results

## Gender

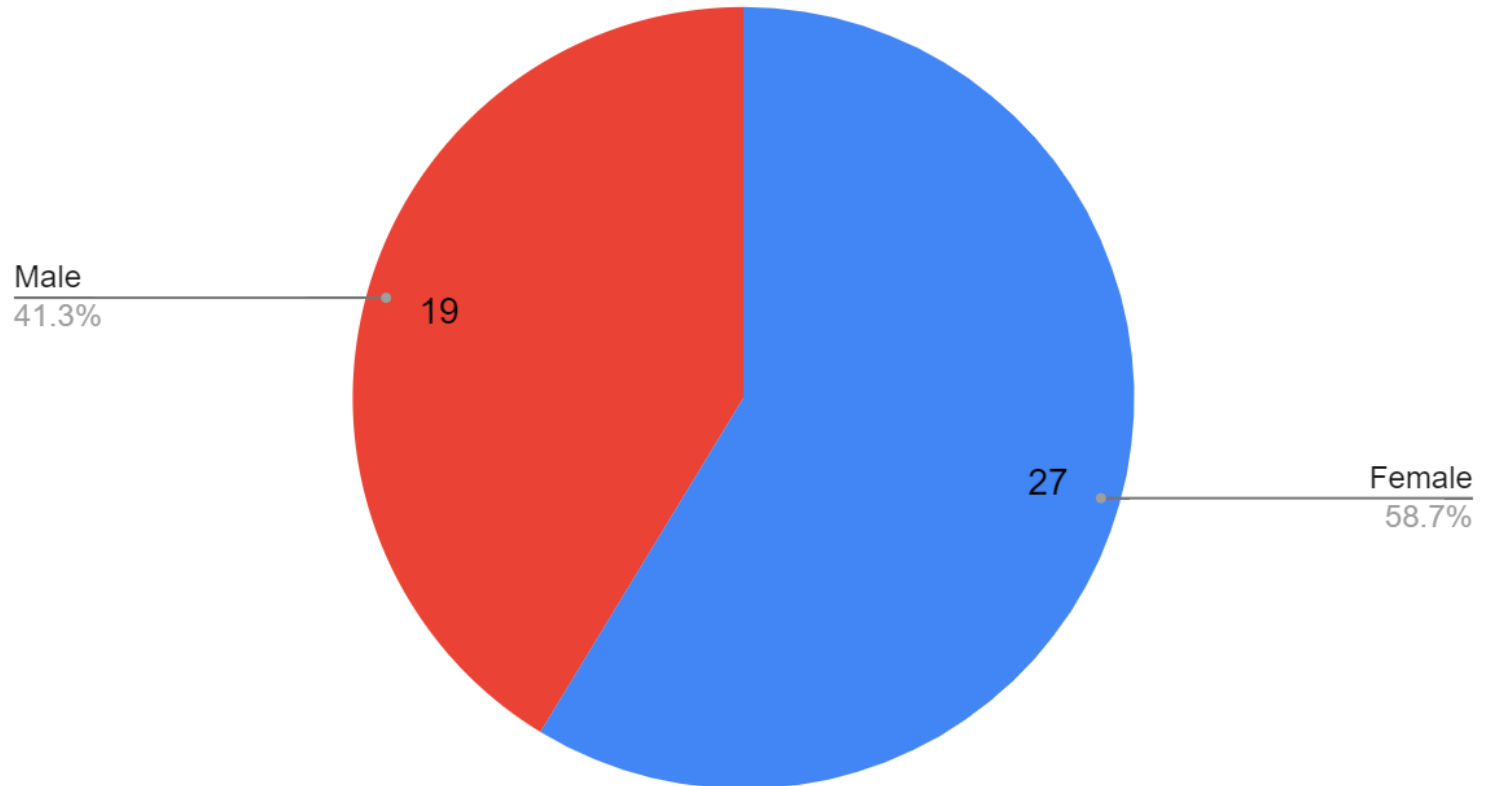
GENERAL, August 12th, 5:30pm  
5 Female / 3 Male

DISTRICT 1, August 18th, 6:00pm  
6 Female / 3 Male

DISTRICT 2, August 26th, 5:30pm  
5 Female / 1 Male

DISTRICT 3, September 2nd, 6:00pm  
5 Female / 8 Male

DISTRICT 4, September 9<sup>th</sup>, 5:30pm  
6 Female / 4 Male







# Survey Results

GENERAL, August 12th, 5:30pm  
White, Filipino, Asian Eurasian,  
Colombian

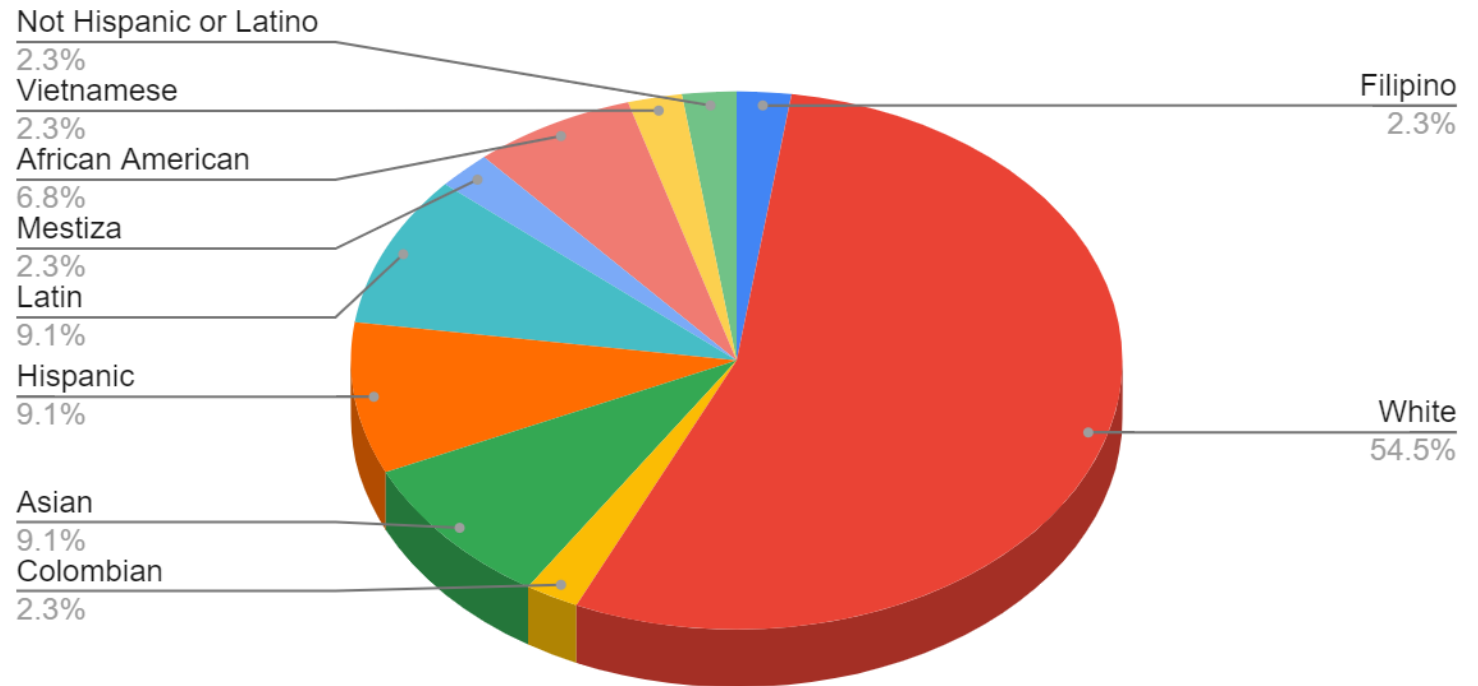
DISTRICT 1, August 18th, 6:00pm  
Hispanic, White, Asian, Latin

DISTRICT 2, August 26th, 5:30pm  
White

DISTRICT 3, September 2nd, 6:00pm  
Asian, White, Latin, Mestiza, African  
American, Vietnamese

DISTRICT 4, September 9th, 5:30pm  
White, Non-Hispanic or Latino, African  
American, Hispanic

## Race and Ethnicity





# Survey Results

GENERAL, August 12th, 5:30pm

Under \$100K:	1
\$100K-\$200K:	6
Over \$200K:	1

DISTRICT 1, August 18th, 6:00pm

Under \$100K:	5
\$100K-\$200K:	2
Over \$200K:	1

DISTRICT 2, August 26th, 5:30pm

Under \$100K:	1
\$100K-\$200K:	4
Over \$200K:	1

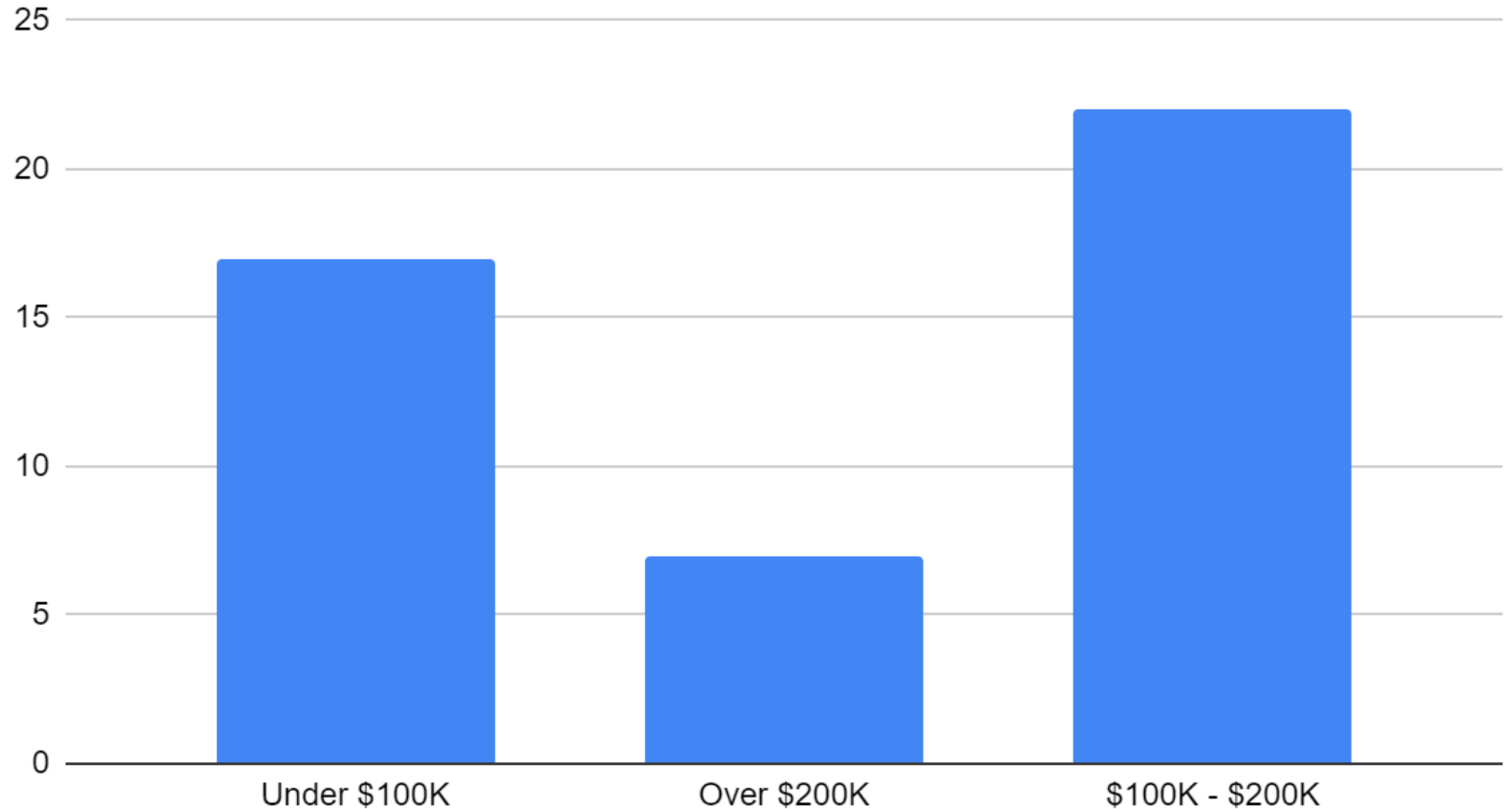
DISTRICT 3, September 2nd, 6:00pm

Under \$100K:	6
\$100K-\$200K:	4
Over \$200K:	3

DISTRICT 4, September 9th, 5:30pm

Under \$100K:	4
\$100K-\$200K:	5
Over \$200K:	1

## Household Income





# Survey Results

GENERAL, August 12th, 5:30pm

Rent: 1  
Own: 7

DISTRICT 1, August 18th, 6:00pm

Rent: 1  
Own: 7

DISTRICT 2, August 26th, 5:30pm

Rent: 1  
Own: 5

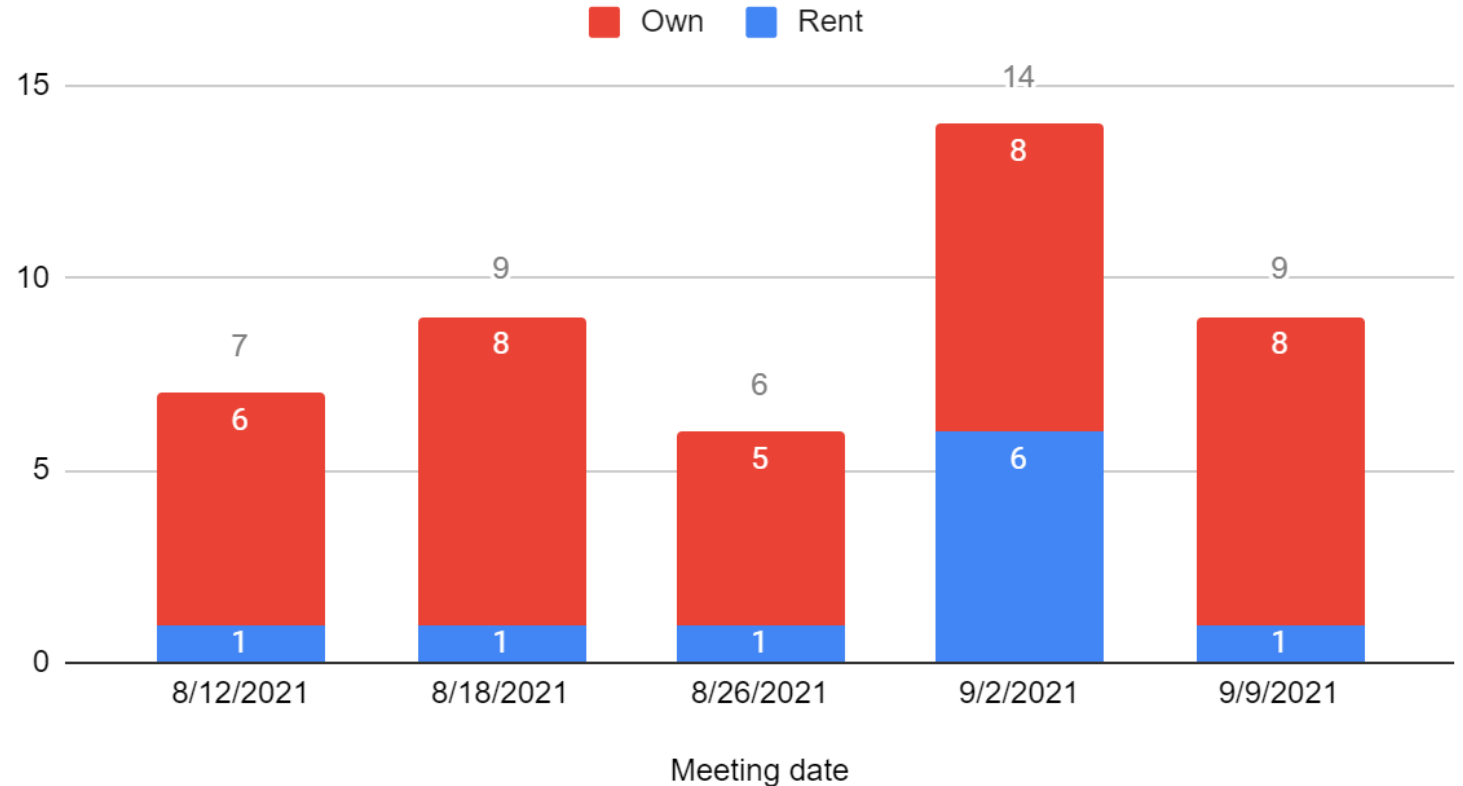
DISTRICT 3, September 2nd, 6:00pm

Rent: 6  
Own: 7

DISTRICT 4, September 9th, 5:30pm

Rent: 1  
Own: 8

## Homeownership





# Survey Results

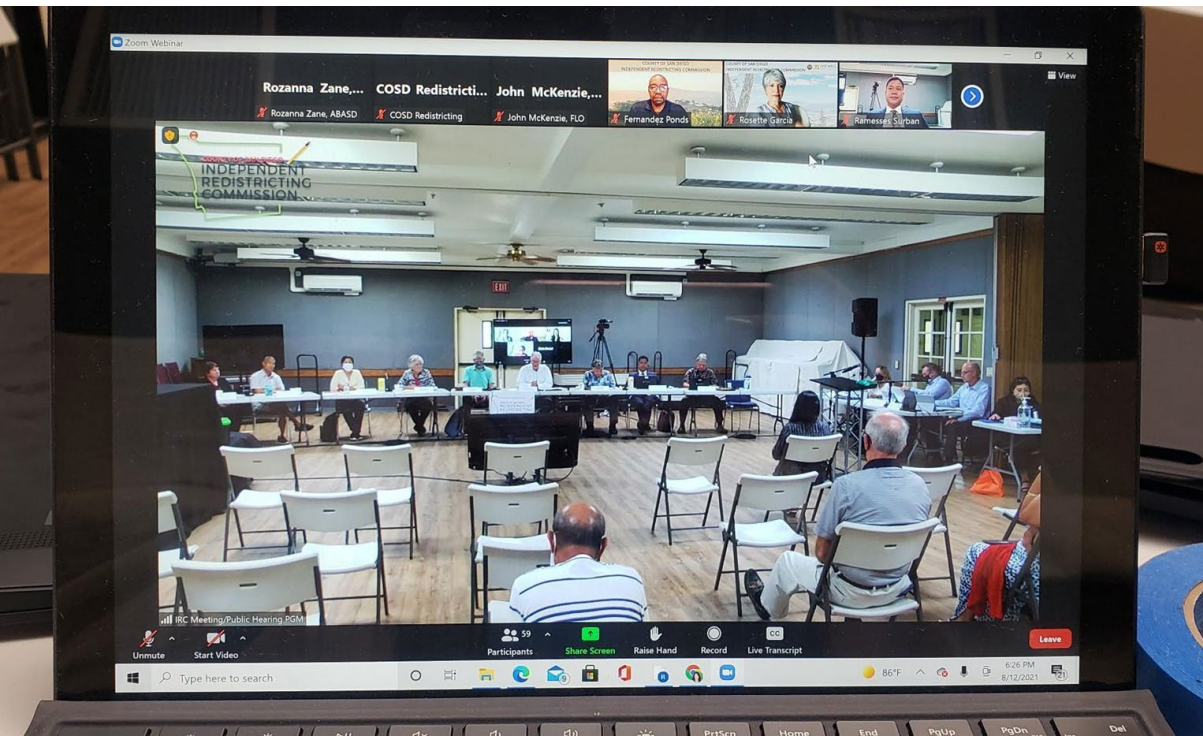
## Industry/Community Organizations:

GENERAL, August 12th, 5:30pm

- Convoy District Partnership
- Defense Consulting

DISTRICT 1, August 18th, 6:00pm

- RLA resident leader
- Sweetwater Valley Civic Association
- Member of Sweetwater Valley Civic Association
- Bonita Museum
- Sweetwater Valley Civic Association
- Bonita Valley Horsemen
- Sweetwater Community Planning Group
- South Bay YMCA
- Sweetwater College







# Survey Results

## Industry/Community Organizations:

DISTRICT 2, August 26th, 5:30pm

- Health
- Non-profit

DISTRICT 3, September 2nd, 6:00pm

- Grossmont Healthcare District
- Art
- Education, Bio Tech Research, Tourism, Retail Commercial, Agricultural, Light Industrial
- Community educator, specialize working w/Latinos, immigrants, Spanish speakers

DISTRICT 4, September 9th, 5:30pm

- University Heights Develop. Corp
- Escondido Democratic Club
- University Heights Community Association
- Real Estate
- Somali
- Southeast Neighbors Together





# Survey Results

## Community of Interest:

GENERAL, August 12th, 5:30pm

- South Carlsbad
- East County: La Mesa-El Cajon
- Filipino/AAPI working class community of South San Diego, mainly National City
- Senior services, affordable assisted housing living
- Senior services and easy transportation when I can't drive. Affordable assisted living
- Convoy District (Kearny Mesa, Mira Mesa)
- Seniors
- Asian American Pacific Islander

DISTRICT 1, August 18th, 6:00pm

- Adding: lights to our parks, activity gym for families and community family events.
- Bonita should be the same district as Chula Vista
- Would like to verify that Bonita is part of a district with Chula Vista
- Convoy District/Kearny Mesa
- Bonita Sunnyside
- San Ysidro, Otay Mesa, Barrio Logan, Imperial Beach, Chula Vista, Bonita



# Survey Results

## Community of Interest:

### DISTRICT 2, August 26th, 5:30pm

- Environmental stewardship/correcting global warming so my grandchildren will survive
- North county coastal
- La Mesa
- Escondido, San Marcos, Vista, Oceanside, Elphin Forrest, Mountain Meadow, and Fallbrook, that is north county and the I-78 corridor, these cities should stay together, we have common interest and traffic and school issues
- East County

### DISTRICT 3, September 2nd, 6:00pm

- East County
- Asian American community
- The 78 corridor, Vista
- 78 corridor that includes our growing Latino community together, along with our institutions of higher education and health sector.
- Carlsbad, Vista, San Marcos, Escondido, Oceanside, Veterans and Active-Duty Military
- North Coastal communities: Torrey Pines, Sorrento Valley, University City, Del Mar, So Beach, Encinitas, San Dieguito, Rancho Santa Fe, perhaps also La Jolla, Pac Beach
- Escondido, San Marcos, Vista, Hwy 78 corridor, North Inland County, Latino Communities, renters
- 78 and 76 corridors
- 78, Oceanside, Carlsbad, Vista, San Marcos, Escondido
- Vista, Carlsbad, Oceanside, Escondido, San Marcos, Infrastructure equity and commerce
- 78 corridor
- North County inland, Asian, Diaspora, Escondido, San Marco, Vista, Oceanside



# Survey Results

## Community of Interest:

DISTRICT 4, September 9th, 5:30pm

- North County including Carlsbad, Oceanside, Vista, San Marcos and Escondido
- University Heights subdivision, founded in 1888, and its present-day boundaries; east to Texas St, on the south to Lincoln Ave, on the west Hwy 163, and on the north rim of Mission Valley.
- South Carlsbad
- University Heights
- Fallbrook, North County
- City Heights
- Historically Black (American Descendants Of Slavery) areas of San Diego County.

- The Highway 78 corridor cities (Escondido, San Marcos, Vista, Oceanside, and Carlsbad). These cities share common economic, educational, and cultural interests. Many residents of the 78-corridor commute to jobs in other 78 corridor cities, and youth compete against one another in school-based athletic activities.
- Old Town needs to remain a public & cultural living historical neighborhood.





COUNTY OF SAN DIEGO  
INDEPENDENT  
REDISTRICTING  
COMMISSION

# Survey Results

## Communities of Interest- Word Cloud







# Survey Results

## Zip Code Frequency (of survey responses)

GENERAL, August 12th, 5:30pm

91941, 91950, 92126, 92131

DISTRICT 1, August 18th, 6:00pm

91902, 91950, 91941, 92126, 92131

DISTRICT 2, August 26th, 5:30pm

91942, 92009, 92020, 92024, 92026

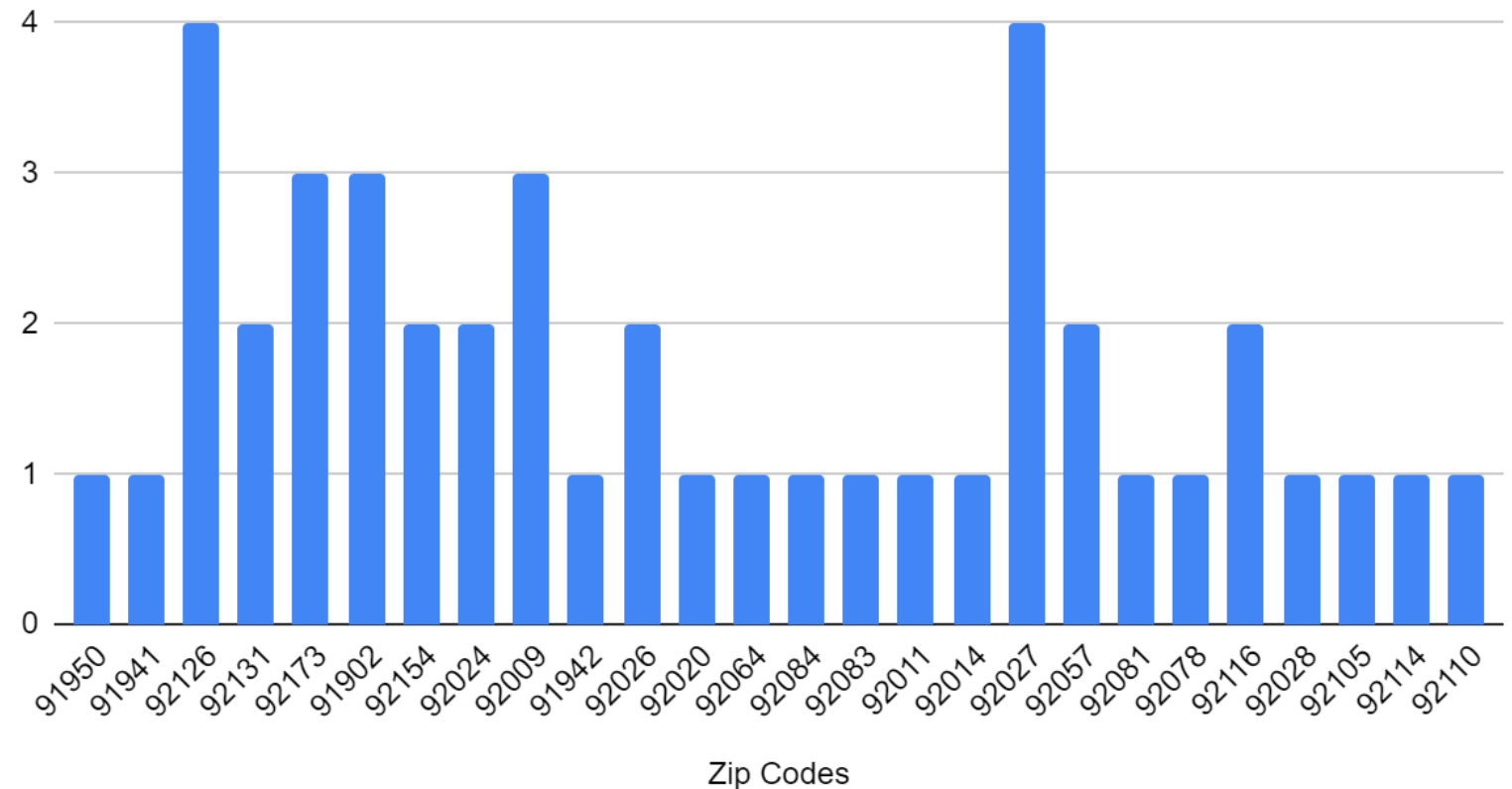
DISTRICT 3, September 2nd, 6:00pm

92009, 92011, 92014, 92027, 92057, 92064,  
92078, 92081, 92083, 92084,

DISTRICT 4, September 9th, 5:30pm

92057, 92009, 92105, 92110, 92114, 92116,  
92026, 92027, 92028

### Zip Code of Residence

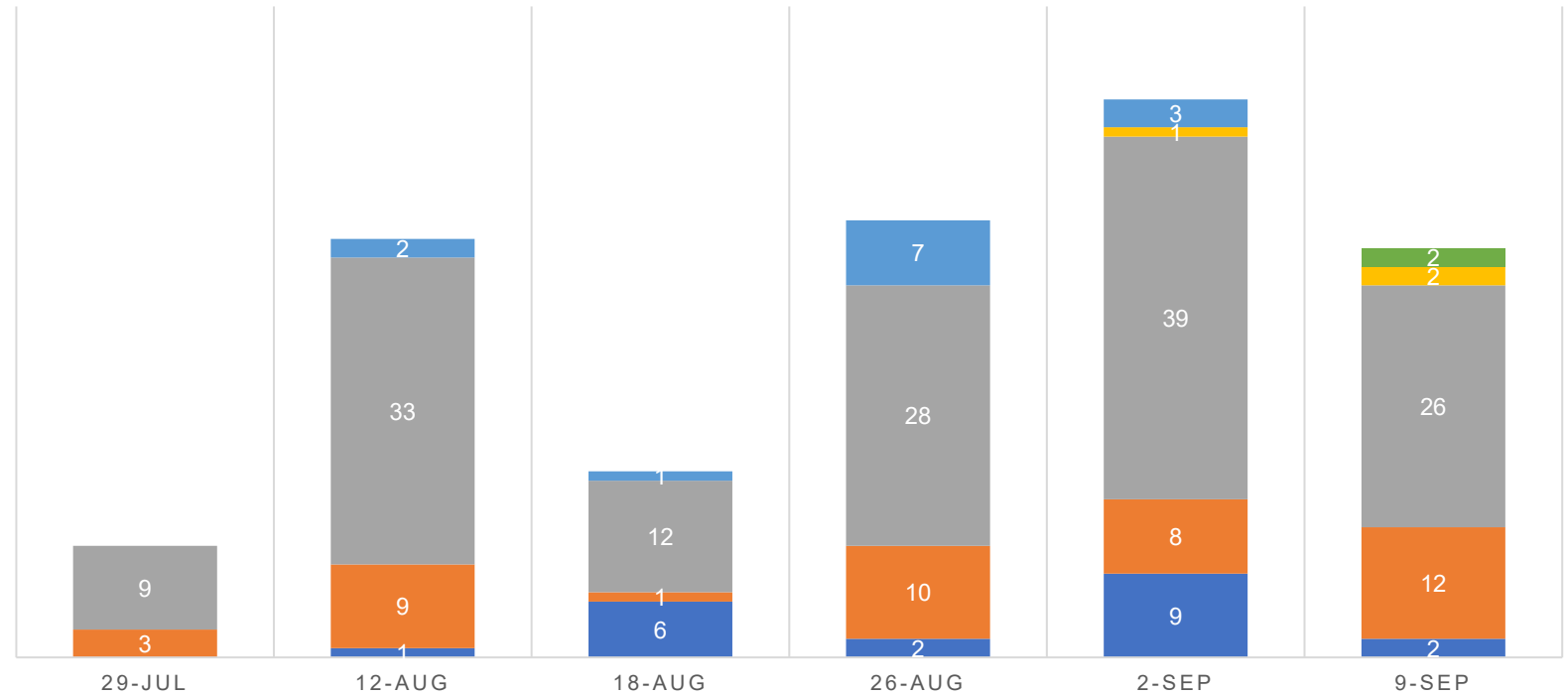




# Public Input Received

## NUMBER OF PUBLIC COMMENTS BY CATEGORY

■ In-Person ■ Virtual ■ e-comment ■ Letter ■ CB tool Input ■ Group



Sept 9<sup>th</sup> Public Hearing there were 2 group virtual speakers

	In Person	Virtual	E comment	Letter	CB Tool
29 Jul	-	3	9	-	-
12 Aug	1	9	33	-	1
18 Aug	3	1	12	-	6
28 Aug	2	10	28	-	-
2 Sep	9	8	39	1	9
9 Sep	2	14*	26	2	-